

on the territory, all the time, looking out for collections, brings them in close touch with the readers, and this keeps The Star well informed as to the reasons people have for taking the paper or discontinuing it. We used to keep a pretty close check on these matters, but not so much so now, for The Star has secured the universal circulation which comes pretty near making the complaint book unnecessary. The agents of The Star never permit an opportunity to go by to advance its interests. When a family moves into a house the agent or the route boy calls upon him in behalf of the paper, and as the agent's profits are entirely dependent upon the strength of the subscription list in his territory, his most earnest efforts are enlisted. It is a rule of The Star that a route cannot be farmed out, but the owner of the route must be himself identified with it.

It is the custom, especially in the hard times, for Star readers to loan the paper to their neighbors, and thus The Star is frequently read by several families. It is a fair estimate that at least four or five persons read each page of the paper. Even in the kitchens of the uptown people it will be found read by the servants after the family has finished the paper, and the Washington servants by the way, are great buyers of advertised goods. Colored people, for example, will spend pretty nearly all they earn as they go along.

Some years ago The Star made a canvass of every house in Washington to ascertain exactly how many people read it, and it was found that it reached over 36 per cent of the houses occupied by the white population in the District. More recently a canvass was made in the four different sections of the city, each house in a block—that is, four sides of the block—was visited, and it was ascertained exactly what papers were taken. This proved that The Star holds relatively the same position that it did when the complete canvass was made, and justifies the statement that practically everybody in Washington, with intelligence enough to read a newspaper or money enough to buy advertised goods, is a reader of The Star.

A Family Newspaper.

Having determined how much circulation a newspaper has, it becomes important to know what kind of circulation it is.

First of all, The Star is a family newspaper. The family newspaper is admitted by all advertisers of wide experience to be the most valuable for advertising anything, whether it is high priced or low priced, whether it is for men or for women. The family newspaper naturally interests all members of the family, and The Star reaches practically all the families of Washington. The Star is one of the best ten advertising mediums in the United States for any given article, and the other nine papers in this list are published in cities much larger size, not one of them less than twice as large as Washington. The Star is on this list because it so thoroughly covers its field.

The Star is unique in another respect. It is one of the very few newspapers in the United States that reaches the great masses



"Star Mary."

of the people, and at the same time the classes, and charges a fair rate, no matter whether the advertiser is aiming to reach 100 business men, the 3,000 society people in the Washington Blue Book or the 150,000 people that belong to the purchasing classes of the District, considered from the broader point of view. The evidence of advertisers, which follows, shows that it pays well for every sort of legitimate advertising, and that its rates may possibly be in some instances too low, but never too high.

A Pulling Power.

The pulling power of a newspaper is dependent upon the thoroughness with which it is read, the length of time its readers have been in the habit of reading it, and the confidence they place in its contents. In all three of these respects the pulling power of The Star is a maximum. It is read through and through by the people of Washington, every column in it, every advertisement in it, by both men and women and by people in all circumstances of life. It has been read in this way for thirty years. The confidence its readers place in it is proved by every sort of evidence, and accounted for by the fact that The Star has always aimed to be thoroughly reliable in everything admitted to its columns. This policy of the news department has been extended as far as possible to the advertising

ADVERTISING RATES AND RULES.

THE STAR'S POLICY OF TREATING ITS PATRONS ALIKE.

"Why does The Star make an extra charge for cuts," was asked of Mr. J. Whit, Herron, the business manager of The Star.

"The extra charge is made for cuts, black-faced type, etc., because The Star believes that its appearance is marred by the excessive use of cuts and black-faced type, and therefore aims to limit them in the paper. This is accomplished to a great extent by the extra price charged."

"The Star also makes an extra charge for position?"

"Yes, an extra price is always made for full position; that is, top of column next to reading matter or next to and following reading matter. The reason for this is obvious. It adds greatly to the perplexity of making up an afternoon paper to have position advertisements; and furthermore, if the tendency to seek special position were not checked, the paper would be cut up by position ads, much to the detriment of its appearance and its attractiveness to the reader. It has always been the policy of The Star to take the best possible care of its advertisers, and thus to secure for the advertising in its columns the best possible returns; for profitable returns from Star advertising are just as important to The Star as they are to The Star's advertisers. The Star is especially solicitous for the welfare of its small advertisers. If it shows any tendency to discrimination, it is in making advertising especially attractive and effective for advertisers who use but a small amount of space. It concentrates upon this advertising a great deal of attention, aiding the advertiser in every way in the preparation and display of his matter, and it makes up a column or more of its small advertisements, so that they, appearing together, may have the drawing effect that large advertising does. A collection of small advertisements printed together attractively are just as effective as a large advertisement of a department store, both from the variety of articles offered and the space occupied."

"Are there any other extra charges?"

"There is an extra charge for the composition. When a card running three months or longer is changed oftener than once a month The Star makes an extra charge of 15 cents a line for the additional composition in each change. The price charged by The Star for advertising of this character is no more than what other newspapers in the country, its policy seems to be, the price does not amount to as much as that for regular advertising at line rates."

paid for at reading notice rates, would amount to about \$75. This letter covers many similar cases. The letter follows:

"Referring to your letter of the 11th instant, we have only to say that we cannot comply with the request made without violating a long established and well recognized rule of the office, and without doing injustice to much more extensive advertisers to whom favors of that class are not extended beyond on rare occasions, calling attention to the reading columns of the paper to some salient point or special inducement set forth in its advertising circular. But even if a departure from the general rule should be contemplated in this case, it is submitted that the free reading matter notice requested is so out of proportion to the advertising space used, and the amount paid therefor, that sound business reasons would forbid a compliance with the request. Our advertising rates are exceedingly low for the extent and character of our circulation, and we are unable to see why the conductor of a newspaper, having space to sell at a fair price, should, any more than the dealer in any other commodity, be expected to grant valuable gratuities to customers who receive in the article they buy full return for the money paid therefor."

"THE EVENING STAR NEWSPAPER COMPANY."

The Foreign Advertiser.

"Then do you not offer inducements to so-called foreign advertisers?"

"No. The Star treats the foreign advertiser and the local advertiser exactly alike as to rates and the application of its rules. If there is any possible discrimination it would be in favor of the local advertiser; for The Star considers that it owes its first duty to Washington and the merchants of Washington. One way in which it demonstrates its policy is in refusing to allow the agent's commission on the advertising of local stores when sent in by advertising agents. For instance, there are several large shoe firms who have furnished stores in Washington. Their advertising is sent in through general advertising agents; but The Star does not grant the agent's commission on this business, taking its just ground that these stores and their advertising are local."

"The fact is The Star's rates and advertising policy aim first, last and all the time to be entirely fair, and that means to treat all alike. All advertisers are charged the same price for the same service. Men from out of town coming into The Star office to place advertising and asking us for our rates almost invariably say, when told that we adhere to our rate card: 'I have heard that before; now, come down to business.' And then we reply that this is business, and that The Star's rate card is its rate card, and after awhile the stranger comes to that conclusion, and when he goes away usually remarks: 'The Star is one of the few papers in the country that sticks to rates.'"

"Does The Star employ solicitors?"

"No. The Star has adhered for a great many years to the principle of not employing persons to solicit, believing it is the best policy. And since The Star carries at times more advertising than any other daily newspaper in the country, its policy seems to demonstrate its own success."

"Do you reject much advertising offered?"

This is recognized by all Washington advertisers, and is becoming pretty thoroughly recognized by general advertisers and agencies. No matter how much correspondence or discussion may be involved in any given transaction, in the end the advertiser invariably takes The Star's view, and we find that our policy has received the strongest kind of moral support from our advertising patrons. Even the concern to whom the letter I have quoted above was addressed wrote us a few days later very cordially and complacently, evidently appreciating that, while The Star is willing to do everything it legitimately and consistently can for the interests of its advertisers, it has rules which are based upon the most careful study of the ethics of advertising, and that it will not, under any circumstances, depart from these rules. If at any time The Star should become convinced that any of its rules were not entirely fair and equitable it would change that rule, but not break it."

THE STAR TYPOGRAPHY

HARMONY AND MODERATION IN THE ADVERTISING TYPE.

The typographical appearance of a newspaper has a great deal to do with its success, both as a newspaper and as an advertising medium. It lies within the power of any newspaper to be attractive and in good taste, typographically. Type is an art, in which is concentrated the best that the art of all previous generations has learned of form and effect. The type foundries are casting today faces of type that fulfill every requirement of artistic typography, and it lies with the newspaper to select complete and harmonious faces that will give the most attractive appearance to the paper: when used day after day, en-

an electric light; but the eye does not easily read a type that is stretched long when the type is within a foot or a foot and a half of the point of vision, for the simple reason that the eye cannot physically focus itself to take in words composed of type of that size.

To those who have studied typography analytically, it is an axiom, and therefore needs no demonstration; but advertisers would be perfectly willing to use type too large for effectiveness if The Star did not endeavor to restrain this tendency by endeavoring to keep its type within the size which is easily readable to the eye, and when a certain size is exceeded, it puts its type into outline, which preserves the attractive appearance of the paper, and which is no offense to the eye. When an advertiser insists upon using large black-faced type The Star charges him an extra price for doing so, much preferring that he do not use this type at all—not because unwilling that the advertiser should make his advertising as effective as possible, but because The Star believes that the advertiser should aim to preserve the general attractiveness of the paper in which his advertisement appears, as he, with the proprietors of the paper, and the other advertisers, has a common interest in the attractiveness of The Star's advertising pages.

The Star's Typographical Policy. However, that is aside from the main purpose of this discussion, which aims to show why The Star has endeavored to adhere strictly to a typographical policy that is at variance with the policy pursued by many newspapers.

And right here it may rightly be said that The Star's policy in this respect, as in many other respects wherein its policy is generally in harmony with the policy of the large stores, who are expert in this line themselves, and who co-operate with The Star in producing typographical effects that each year are more artistic and which are generally in harmony with the general typographical style of the paper. Typographic is a subject about which very little has been written, and about which much remains to be learned, but it is a fascinating subject, as fascinating as any other branch of art or journalism. The Star has gathered the best samples of typography that have been produced, both in this country and abroad, and has a collection of all the books that have ever been written on this subject, feeling that it cannot devote too much attention to this branch of journalism. A room in The Star building is devoted to this department.

Foreign Advertisers. Out-of-town advertisers will find that it is better to have their advertisements read in The Star style than it is to send electro-

focus of the public eye, and really secures fewer readers than it would were it to conform to the general typographical effects. Several large general advertisers have learned that from experience and have obtained much larger returns from having their copy reset into The Star's style than from having that same copy run in the style they used in other dailies.

AN EXPERT'S PRAISE

NO OTHER CITY SO WELL COVERED BY ONE NEWSPAPER.

No man in America has given more time and thought to the study of newspapers than Mr. George P. Rowell, the proprietor of the American Newspaper Directory and Printers' Ink, and the treasurer of the Bureau of Newspaper Circulation. Mr. Rowell, publishing the American Newspaper Directory a third of a century has made exhaustive research into the factors that determine newspaper values—figures of circulation as to results brought by different mediums, and the editorial, news and business conduct of newspapers by which their standing and influence with the purchasing classes is determined.

In securing circulation figures his methods are relentless. Insisting that a newspaper's rates should be largely determined by its circulation, and maintaining that every newspaper having a circulation that would justify its rates would obviously be willing its circulation figures should be known, Mr. Rowell has conducted a thirty-years' war on the circulation liar. He is the enemy of the newspaper liar, and the newspaper liar is his enemy, but he has been the steadfast friend of newspapers of honest circulation. He has invariably published circulation figures without fear or

of the home interests of the people, and doing it honestly, always having their good will at heart, but making no ostentatious about it—just doing it and not talking about it. The Star is for Washington all the time.

The evening home newspaper is the best for advertisers always.

"The Star makes honest and complete circulation statements, and that practice is always evidence that its publisher regards his paper as worth what he charges for its advertising space."

REACH EVERYBODY

WOODWARD & LOTHROP AS STAR ADVERTISERS.

Woodward & Lothrop's establishment ranks among the great commercial enterprises of America. It deserves to be mentioned in the same breath with John Wanamaker of New York and Philadelphia, Marshall Field of Chicago, Jorden, Marsh and R. H. White of Boston.

It occupies practically an entire block.

Its growth has emphasized the success that attends the best business methods. Its trade principles are the highest practiced by any firm in the country. The Century Magazine for March is expressing the character of this concern when it says: "This development owed its origin to cosmic forces which have lifted the trade and displaced the plane of mere duper and clever subterfuge onto that where the rule of the best individual prevails, where the courtesy, the trust, the open-mindedness of gentlemen in their intercourse with one another have been brought to bear not only upon the relations of nations, but upon those existing between the men who buy, and those who sell. The shopkeeper means to inspire you with confidence, standing for honest dealing, letting the profits follow after; serving you the same article at the same price, whether you send your child, your servant or come yourself."

Woodward & Lothrop found in Washington a large field for development of their enterprise, and have developed it to the utmost. The store building covers an area of eight acres, wherein are displayed the products of purchasing that takes the markets of the world. This firm has resident buyers at its Paris office and sends annually or semi-annually several buyers, who bring to Washington the latest and best in the styles and fabrics of Europe, while in New York city it has permanently still another staff of expert purchasers.

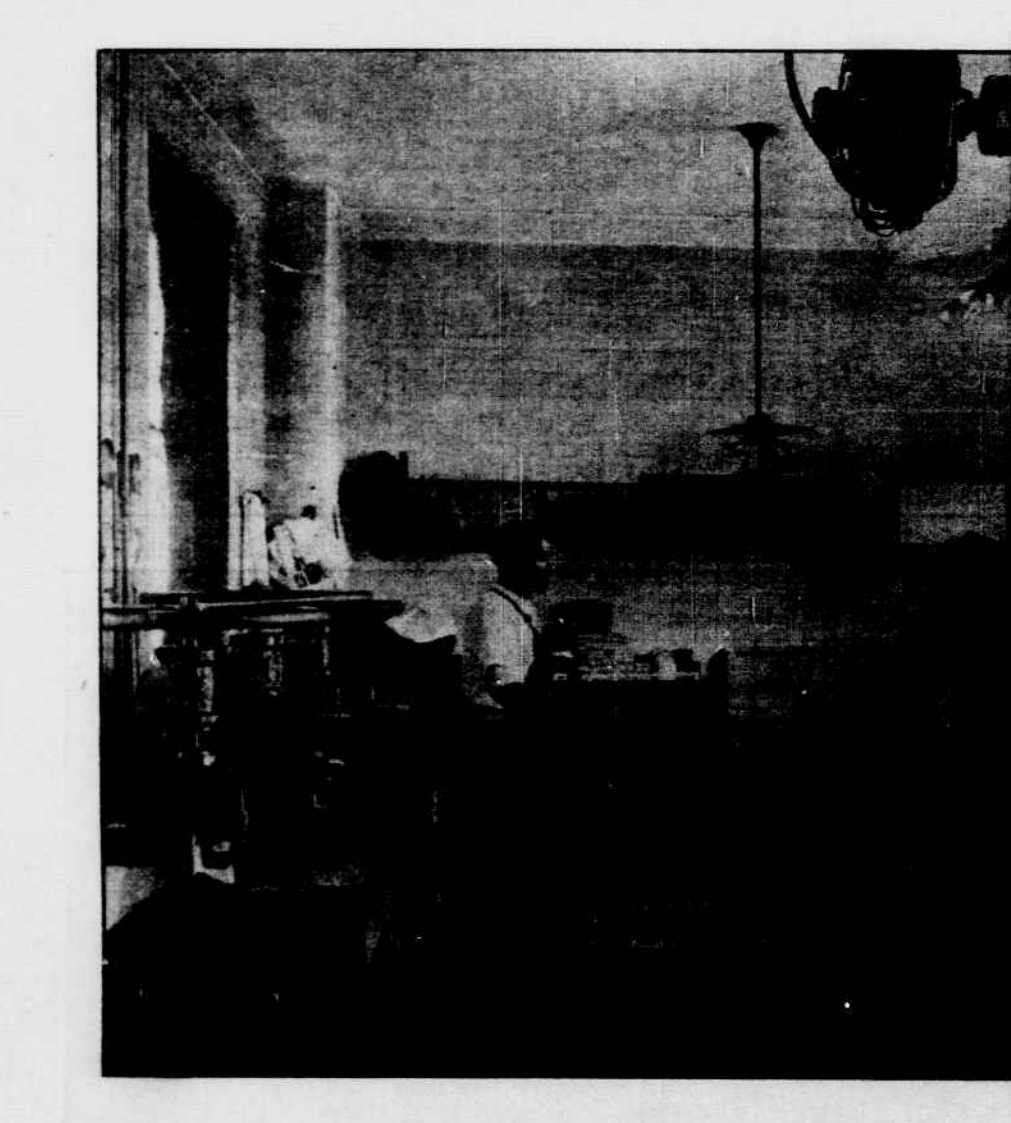
A critical examination of the goods carried in the different departments of the store demonstrates the fact that it presents a very large assortment in every line, giving as wide a range of choice as the stores of Manhattan.

Everybody Reached Through The Star.

"We never could have hoped to create the patronage that supports a store of this magnitude and character if we had not been able to command advertising access to the purchasing people of this community," said Mr. A. M. Orrison, the advertising manager of the firm. "Through the Washington Star we are able to reach practically every family in this community that has the intelligence to read a newspaper or the money to buy advertised goods. It is a great advantage to a store to be able to reach the entire community through one newspaper. That means a minimum of expense and a maximum of effectiveness. It is a tremendous pulling power to our announcements, for The Star is a daily directory for the buying people of Washington. The purchasing public reads its advertisements as thoroughly as it does its news, and with the same degree of confidence."

Confidence in The Star.

"The confidence people place in The Star cannot be overstated. Its reliability is unimpeachable. It seems to verify every item it publishes as thoroughly as a good credit man investigates an intending customer in the world of business. It never prints news that will help it for the moment but



Molding Room of Stereotyping Department.

columns, and thus The Star has seldom, if ever, been placed in the position of giving publicity to anything except reliable firms and meritorious articles. Its advertising policy is rigorous upon this point, and no advertising is admitted to its columns that is not supported by the confidence of the public, and no paid reading articles are printed in The Star unless marked as paid matter, and without first receiving the sanction of the editorial department. This has built up a very large clientele of reliable firms, and thus an advertiser in The Star has not only the advantage of a very large circulation, its low rates, and its pulling power, but the advantage of being associated with firms that have enjoyed for a long period of time the patronage and confidence of the purchasing public.

"What are The Star's rules regarding reading notices?"

"Very little encouragement is offered to advertisers desiring to place their advertisements as reading matter. An advertisement in the shape of an illustrated article cannot be printed at any price. When paid reading matter is published, it is with a distinct understanding that The Star's advertising department has been read and approved by the editorial department."

"What is the policy of The Star in regard to free reading notices?"

"I can answer that question better by giving you a copy of the letter recently addressed to a general advertiser who is running in this paper advertising to the amount of about \$150 a year, and who asked us to print a reading notice that it

"Of course, The Star has always excluded ads that it considers objectionable."

"Have you not found considerable friction in enforcing The Star's rule?"

"A great deal more than we do now. Advertisers have gradually learned that our rules are right, and that, no matter what other newspapers may do, or what may be done in other cities, The Star is doing that which is in the end best both for The Star and for its patrons. It is directly to the interests of advertisers that The Star's advertising columns should remain as attractive and as clean as possible, and our rule of treating all alike certainly requires no explanation or defense. The Star is merely applying universally accepted business principles, based upon a careful study of all the factors that enter into the propo-

tion. The process of reading is largely photographic; the eye takes in at a glance a type block away or two blocks away. The eye takes in easily a type block long when it is across the street on a sidewalk, or in three feet long.

ly varying combinations resulting from the differing tastes of advertisers. The Star has made a number of purchases from year to year of new faces of type, and it has endeavored to keep its type within the limits of its policy. The Star's policy in reference to type is to select only that which enters into the harmony of the paper. The typographical harmony of a newspaper is like harmony in music or architecture. It is a fundamental, attractive force, without which all the rest is ineffective. The note to which the harmony of The Star is attuned is "moderation." It is only by the use of type of moderate size that all the pages of a newspaper can be made attractive to the reader. Type that is grotesquely large or illogically small has the worst sort of effect on the general appearance of the newspaper.

When a newspaper's type is of moderate size and figures set forth in the type and reading its advertising pages becomes a pleasure, and not a task. Newspapers that use type of moderate size and figures set forth in the type and reading its advertising pages becomes a pleasure, and not a task. Newspapers that use type of moderate size and figures set forth in the type and reading its advertising pages becomes a pleasure, and not a task.

favor whenever they are furnished authentically. He has told the truth about newspapers regardless of whether they advertised that type or the most attractive manner possible, and to accomplish this object it has a corps of expert compositors who have had long experience in devising suitable typographical effects, and working in conjunction with these expert compositors are the ad. writers of the several ad-writing bureaus and the ad. writers of the large stores, who are expert in this line themselves, and who co-operate with The Star in producing typographical effects that each year are more artistic and which are generally in harmony with the general typographical style of the paper. Typographic is a subject about which very little has been written, and about which much remains to be learned, but it is a fascinating subject, as fascinating as any other branch of art or journalism. The Star has gathered the best samples of typography that have been produced, both in this country and abroad, and has a collection of all the books that have ever been written on this subject, feeling that it cannot devote too much attention to this branch of journalism. A room in The Star building is devoted to this department.

Authentic Circulation.

There has been an increasing list of complete circulation statements in his Directory each year until a majority of the best advertising mediums of the century are now correctly rated by the advertising public, and Mr. Rowell has recently turned much of his attention to determining the exact returns different newspapers bring, and the relation their character and standing bear to their value as advertising mediums.

The Washington Evening Star was among the very first to furnish a complete detailed statement of its circulation to the American Newspaper Directory. Its management has always regarded honesty in circulation as the first principles of honest business management, and has not only furnished the American Newspaper Directory with full and authentic figures of its circulation, but has gone much deeper into the subject than the Directory demands.

Mr. Rowell, through Printers' Ink, has so frequently expressed his opinion of The Washington Star that a repetition of his views are superfluous, except in the following summary, which expresses his conclusions as to the exact place held by The Star in the list of American newspapers, its character and its policy.

Always in the First Twelve.

"In selecting a list of the twelve newspapers of this country best for advertising any given article, I should place The Star every time, whether the article be low priced, medium priced or high priced. There is no city in the United States that is so well covered by one newspaper as Washington is by The Star. The greatest feature of the Star's success is its cultivation

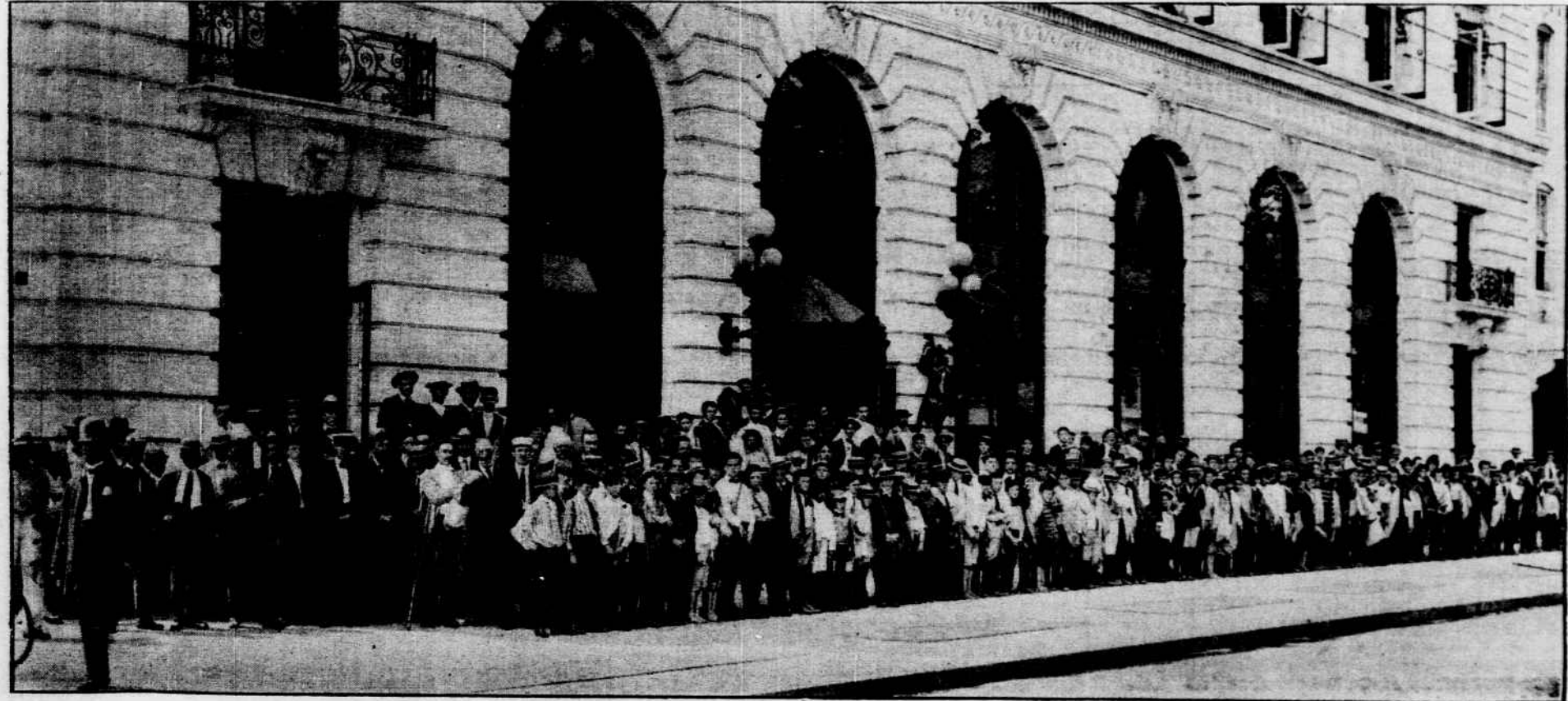
hurt it in the long run. The Star is published for a constituency that reads it regularly every issue and not for street sales. It is a family newspaper in the most emphatic interpretation of that term. It is read by every member of the family of reading age—it is a woman's paper and it is a man's paper."

"How thoroughly it is read is proved to us every day in the year, for no matter what we advertise in it we are absolutely certain of a large and immediate response. 'A rainy day will, of course, make a difference in the amount of business we do, but even a rainy day does not destroy the force of our advertising in The Star. There are tens of thousands of Star readers who are regularly in business or in government employ, and who are thus abroad rain or shine, and there are thousands more who constitute the carriage trade of Washington, and with whom attractive offerings in The Star prove invariably profitable."

"Not only does The Star reach the entire purchasing public of Washington, but it has an outside circulation that brings profitable business to our mail-order department."

Annual Increase.

"We use regularly except in the heat of summer from two to four columns in The Star every day and frequently more. Our space in The Star increases each year as our store and the circulation of The Star grow larger. This was the first store in Washington that had daily newspaper advertising extensively. The first use of double-column announcements. One of the factors that have entered very largely into the success of this establishment was the early appreciation of The Star as an advertising medium, and the consequent lead obtained by Woodward & Lothrop that has been maintained and increased through taking full advantage of the magnificent opportunities offered by The Star for honest, enterprising and accumulative advertising."



The Evening Star Carrier Force.